

PATENT  
Attorney Docket No. 400979

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

MITSUNARI UOZUMI

Application No.: Unassigned                      Art Unit: Unassigned

Filed: February 6, 2001                      Examiner: Unassigned

For:                      ADVERTISEMENT DIS-  
                             TRIBUTION SYSTEM AND  
                             METHOD IN SPORT BROAD-  
                             CASTING

**PRELIMINARY AMENDMENT**

Assistant Commissioner for Patents  
Washington, D. C. 20231

Dear Sir:

Prior to the examination of the above-identified patent application, please enter the following amendments and consider the following remarks.

**IN THE ABSTRACT**

Replace the existing abstract with:

An advertisement distribution system includes a player information database containing player information including a profile of a team or player participating a tournament; and a sponsor database containing ID information of a company willing to sponsor a match, registered to correspond to match information including an opponent, and date and time of the match. A page for advertisement determination processing section registers in the sponsor database ID information of a company to correspond to a

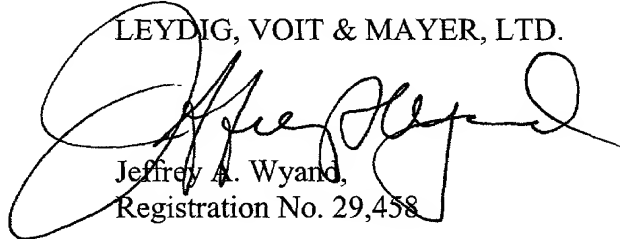
match involving a team designated by the company, based on the content set in the player information database. An advertisement insertion processing section specifies a sponsor in the sponsor database, for a match aired in each broadcast page created, and extracts an advertisement of the sponsor from an advertisement master for insertion into a corresponding broadcast page. The advertisement distribution system places in sports broadcasting an advertisement suited to the tendency or preference of sports viewers.

**REMARKS**

The foregoing amendments are made to improve the form of the patent application.  
No new matter has been added and entry is respectfully requested.  
A favorable Action on the merits is solicited.

Respectfully submitted,

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**SPECIFICATION, CLAIMS AND  
ABSTRACT AS PRELIMINARILY AMENDED**

Amendments to the abstract:

**ABSTRACT OF THE DISCLOSURE**

An advertisement distribution system ~~comprises~~ includes a player information database ~~comprising~~ containing player information including a profile of a team or player participating a tournament; and a sponsor database containing ID information of a company willing to sponsor a match, registered ~~so as~~ to correspond to match information including an opponent, and ~~data~~ date and time of the match. A page for advertisement determination processing section registers in the sponsor database ID information of a company ~~so as~~ to correspond to a match involving a team designated by the company, based on the content set in the player information database. An advertisement insertion processing section specifies a sponsor in the sponsor database, for a match aired in each broadcast page created, and extracts an advertisement of the sponsor from an advertisement master for insertion into a corresponding broadcast page. ~~With the above,~~

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~~the~~The advertisement distribution system places in sports broadcasting an advertisement suited to the tendency or preference of sports viewers.

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For:                      **ADVERTISEMENT DIS-  
TRIBUTION SYSTEM AND  
METHOD IN SPORT BROAD-  
CASTING**

**CLAIMS PENDING AFTER PRELIMINARY AMENDMENT**

1. A method for distributing advertisements in sports broadcasting, employed in a sports broadcasting system for live broadcasting of a sports competition in which a plurality of teams or players compete in parallel, through collecting image data obtained using a plurality of image capturing devices, creating a plurality of broadcast pages based on the image data collected for disclosure via the Internet, and having a viewer select a desired page to watch from the plurality of broadcast pages, the method comprising the step of:

setting advertisements to be shown in each broadcast page, for every broadcast page.

2. A method for distributing advertisements in sports broadcasting, employed in a sport broadcasting system for live broadcasting of a sports competition in which a plurality of teams or players compete in parallel, through collecting image data obtained using a plurality of image capturing devices, creating a plurality of broadcast pages based on the image data collected for disclosure via the Internet, and having a viewer select a desired page to watch from the plurality of broadcast pages, the method comprising the step of:

recognizing a team or a player to be aired in each broadcast page created, and

setting advertisements to be shown corresponding to the team or the player.

3. An advertisement distribution system, employed in a sports broadcasting system for live broadcasting of a sports competition in which a plurality of teams or players compete in parallel, through collecting image data obtained using a plurality of image capturing devices, creating a plurality of broadcast pages based on the image data collected for disclosure via the Internet, and having a viewer select a desired page to watch from the plurality of broadcast pages, for distributing advertisement in sports broadcasting by inserting into a broadcast page created, comprising:

advertisement insertion processing means for inserting an advertisement into a broadcast page;

a player information database containing registered player information including a profile of a participating team or player;

a sponsor database containing content of a competition to be aired in each broadcast page, and sponsor ID information of a sponsor placing an advertisement, both being registered in correspondence with each other,

page for advertisement determination processing means for causing display of the player information registered in the player information database, letting a sponsor designate a team or a player for which to place an advertisement, and registering the sponsor ID information in the sponsor database so as to correspond to a broadcast page airing the content of competition involving the team or player designated,

wherein

the advertisement insertion processing means specifies a sponsor for each broadcast page created, based on content set in the sponsor database, and inserts an advertisement of the sponsor specified into a corresponding broadcast page.

4. An advertisement distribution system, employed in a sports broadcasting system for live broadcasting of a sports competition in which a plurality of matches involving teams or competitors are carried out in parallel, through collecting image data obtained using a plurality of image capturing devices, creating a plurality of broadcast pages based on the image data collected for disclosure via the Internet, and having a

viewer select a desired page to watch from the plurality of broadcast pages created, for distributing advertisement in a sport broadcasting by inserting into a broadcast page created, comprising:

advertisement insertion processing means for inserting an advertisement to a broadcast page airing each match;

a sponsor database containing sponsor ID information so as to correspond to match information on each match; and

page for advertisement determination processing means for registering sponsor ID information to the sponsor database,

wherein

the advertisement insertion processing means specifies a sponsor for each match to be aired in each broadcast page, based on content set in the sponsor database, and inserts an advertisement of the sponsor specified into a corresponding broadcast page.

5. An advertisement distribution system according to claim 4, wherein the page for advertisement determination processing means specifies a match in the sponsor database, which involves a team or a player designated by the sponsor, and registers the sponsor ID information in the sponsor database so as to correspond to the match specified.

6. An advertisement distribution system according to claim 4, further comprising a player information database containing player information including a profile of an involved team or player, wherein the page for advertisement determination processing means displays player information registered in the player information database, lets the sponsor designate a team or a player for which to place an advertisement, specifies a match in the sponsor data base, which involves the team or player designated by the sponsor, and registers in the sponsor database the sponsor ID information so as to correspond to a broadcast page airing content of the competition involving the team or player designated.